broadcasts transmitted across a network. The problem designing and implementing user-dependent systems is largely eliminated.

[0084] One skilled in the art will realize the invention may be embodied in other specific forms without departing from the spirit or essential characteristics thereof. The foregoing embodiments are therefore to be considered in all respects illustrative rather than limiting of the invention described herein. Scope of the invention is thus indicated by the appended claims, rather than by the foregoing description, and all changes which come within the meaning and range of equivalency of the claims are therefore intended to be embraced therein.

[0085] We claim:

1) A method for measuring access patterns of content transmitted from a server to a client said method comprising the steps of:

   A) Transmitting at said server content containing a tracking identifier identifying the content;

   B) Receiving at said client said content containing said tracking identifier;

   C) In response to receiving said content at said client, extracting from said content said tracking identifier; and

   D) Transmitting from said client to said server said tracking identifier.

2) The method of claim 1 where the tracking identifier comprises a URL.

3) The method of claim 1 where the content is a television broadcast, and said tracking identifier is encoded in said content's VBI.

4) The method of claim 3 where said tracking identifier comprises a URL.

5) The method of claim 1 in which said content is digital.

6) The method of claim 1 in which said content is analog.

7) The method of claim 1 in which said content is received from an information provider.

8) The method of claim 1 in which said client transmits to said server auxiliary information along with said tracking identifier.

9) The method of claim 8 in which said auxiliary information includes at least one of: identification of viewer and geographic location.

10) The method of claim 1 in which said client also displays said information to a viewer.

11) The method of claim 1 further comprising:

   A) Receiving at said server said tracking identifier.

   B) Recording at said server said tracking identifier.

12) The method of claim 11 further comprising the steps of:

   A) Recording auxiliary information at said server.

13) The method of claim 12 in which said auxiliary information comprises at least one of time of day and date.

14) The method of claim 3 in which said tracking identifier is encoded in the VBI according to the ATVEF standard.

15) The method of claim 1 in which said tracking identifier is an industry standard code.

16) The method of claim 15 in which said industry standard code is defined by the AAAA.

17) The method of claim 1 in which said content is an advertisement and said tracking identifier comprises an ISCI code.

18) The method of claim 1 in which said client constructs URL comprising the tracking identifier and transmits said URL to said server.

19) The method of claim 18 in which said server comprise a web server.

20) The method of claim 19 in which said web server receives from said client said URL comprising the tracking identifier.

21) The method of claim 20 in which, in response to said receipt of said URL from said client, said web server record said URL comprising said tracking identifier.

22) The method of claim 21 in which said web server records said URL in said web server's log file.

23) A system for measuring access patterns of content transmitted from a server to a client comprising the steps of:

A) Transmitting at said server content containing a tracking identifier identifying the content;

B) Receiving at said client said content containing said tracking identifier;

C) In response to receiving said content at said client, extracting from said content said tracking identifier; and

D) Transmitting from said client to said server said tracking identifier.

24) The system of claim 23 where the tracking identifier comprises a URL.

25) The system of claim 23 where the content is a television broadcast, and said tracking identifier is encoded in said content's VBI.

26) The system of claim 25 where said tracking identifier comprises a URL.

27) The system of claim 23 in which said content is digital.

28) The system of claim 23 in which said content is analog.

29) The system of claim 23 in which said content is received from an information provider.

30) The system of claim 23 in which said client transmits to said server auxiliary information along with said tracking identifier.

31) The system of claim 30 in which said auxiliary information includes at least one of: identification of viewer and geographic location.

32) The system of claim 23 in which said client also displays said information to a viewer.

33) The system of claim 23 further comprising:

A) Receiving at said server said tracking identifier.

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B) Recording at said server said tracking identifier.

34) The system of claim 33 further comprising the steps of:

A) Recording auxiliary information at said server.

35) The system of claim 34 in which said auxiliary information comprises at least one of time of day and date.

36) The system of claim 25 in which said tracking identifier is encoded in the VBI according to the ATVEF standard.

37) The system of claim 23 in which said tracking identifier is an industry standard code.

38) The system of claim 37 in which said industry standard code is defined by the American Association of Advertising Agencies.

39) The system of claim 23 in which said content is an advertisement and said tracking identifier comprises an ISCI code.

40) The system of claim 23 in which said client constructs URL comprising the tracking identifier and transmits said URL to said server.

41) The system of claim 40 in which said server comprise a web server.

42) The system of claim 41 in which said web server receives from said client said URL comprising the tracking identifier.

43) The system of claim 42 in which, in response to said receipt of said URL from said client, said web server record said URL comprising said tracking identifier.

44) The system of claim 43 in which said web server records said URL in said web server's log file.

45) A computer program for measuring access patterns of content transmitted from a server to a client comprising:

A) Computer executable program code means for transmitting at said server content containing a tracking identifier identifying the content;

B) Computer executable program code means for receiving at said client said content containing said tracking identifier;

C) Computer executable program code means for, in response to receiving said content at said client, extracting from said content said tracking identifier; and

D) Computer executable program code means for transmitting from said client to said server said tracking identifier

46) A computer program as described in claim 45 further comprising:

A) Computer executable program code means for receiving at said server said tracking identifier.

B) Computer executable program code means for recording at said server said tracking identifier.